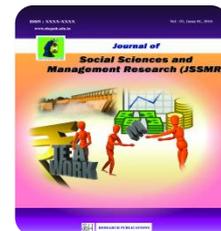




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**IMPACT OF SOCIAL MEDIA USE ON ACADEMIC
PERFORMANCE OF COLLEGE STUDENTS IN SENAPATI
DISTRICT, MANIPUR**

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Abstract:

Social Media facilitates the sharing of ideas and information; builds virtual networks and communities and off late has become a popular trend among college students. Today, youngsters prefer to spend more of their time on social media rather than reading books or involving in physical conversations. Research studies on the use of information technology reveals that its excessive use could lead to social isolation affecting physical and mental health of individuals. However, proper use could play a magnificent role in the present scenario to bring positive impact that can promote social change and development in the society. This research study explores the impact of social media use on the academic performance of college students in the Senapati District of Manipur State. Mixed methodology approach with descriptive research design was adopted and the study was conducted among 200 college students. Convenient sampling method was adopted to enumerate quantitative data and a Focus Group Discussion was held for the qualitative data collection. The main findings of this study portray the impact of social media on the college students' academic performance; particularly the nature of usage and its implications on interpersonal relationships. The study shows that 47.5 per cent of the respondents spent around two to three hours daily on social media which affects (58 per cent) their academic performance and results in other negative impacts (52.5 per cent) on their social life. The study brings out the subtle way social media usage impacts the academic life of students and projects the need for interventions aimed at capacitating students to positively use social media platforms to improve their academic performance and build future aspirations.

Key words: Social Media, Academic Performance, Impact, College Students.

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Introduction

Wilber Schramm in his famous book *Mass Media and National Development* (1964) says "Light is better than darkness and Knowledge is better than ignorance". Knowledge is considered as an essential requirement for human beings to survive in a society and education is the means for acquiring knowledge. Today the means to acquire knowledge has grown beyond leaps and bounds. This new era of information Technologies has wide opened the scope to gain information at our finger tips.

One such popular trend among the college students is Social Media, a computer based technology that facilitates the sharing of ideas and information and builds virtual networks and communities. Social Media has become an essential part of our life as a vital tool of different kinds of communication which is equipped with the ability to share ideas, views and mould opinion by connecting individuals and society as a whole.

Today, the use of Social Media among the college students has been increasing and affecting their study time by diverting their attention from their academic undertakings leading to low Grade Point Average (GPA), as they spend a considerable amount of energy and time on social media and are getting addicted to it due to its accessibility via android cell phone and simplistic processes associated with its operation. Therefore, imparting proper education and creating awareness on proper utilization by having

the balance between social media network and college academic work among the college students can enhance and shape the personality of the individual by making him/her aware of time they spent, its positive and negative effect and impact and real education can help to empower an individual to solve their life problems in a skillful manner.

Statement of the Problem

In the contemporary world most people rely on Social Media for entertainment, advertisement, news and so on. Looking into the present scenario, youngsters are enchanted to use social media and it comes into competitive sense. When we look upon the usage of social media sometimes it demerit over-weight the merit of using Social Media which were due to the factor of its miss-usage and miss-perception. Most of the youngsters spent more of their time on Social Media rather than books and reading novels which can integrate their knowledge. Excessive use of Social Media also leads to social isolation and sometimes it affects physical and mental health. Portrayal of a violent act can also mislead the information and create a conflict between different ethnic communities in the society.

To every cause there is a consequence and to every consequence there is a remedy so there is need to evaluate and validate the usage of social media by students. Social media has its own pros and cons, and today students at all levels especially college students have been engaged in the use of social media. Therefore, this study is carried out with

the aim of examining the impact of Social Media on the academic performance of college student in Senapati district, Manipur.

Significance of the Study

Social media plays a magnificent role in the present scenario and can bring positive impact on student's academic performance. It can also promote social change and development in the society if properly use. Now- a -days one can use the social media and get any information and form of data that he or she requires. The use of social media has transformed the society into a global village where people can interact freely within a span of a second. If social media is utilized in an appropriate way by the students it can provide enormous information and ideas for the students for their academic purpose and also can work as a communicating agent for a friend as well as family member who resides in different part of the world.

Today, most of the users' miss-use Social Media and it escalates tension by portraying various violent acts by excessive access to social media. Due to its intense popularity, curiosity and peer influence everybody likes to use social media and within no time users get addicted to it. So there arises the need to have a proper understanding about Social Media and its effects and impact for the students and users. To clarify the doubt and to create awareness, it is important to explore and investigate this area.

Therefore, the purpose of this study specifically tries to explore and analyze the effect and impact of Social Media particularly social networking sites on student's consumption patterns, and be utilized as an effective education tool in engaging the students with more understanding and time appropriateness by having the overall objective to examine the impact of Social Media in the academic performance of college students in Senapati district, Manipur. This study also tries to assess how the interaction on Social Media impacts the student's academic performance. Is college students more likely impacted by social media is the research question for this study.

Status of Education in Manipur

Kengoo, (2012) in his article on Status of Education in Manipur he mentioned that the status of education in Manipur is unique, as it compared to other states of the country as well as to different countries. Due to political instability in the state, instead of integrating and promoting the education system in the state, the system of education is fragmented and it disrupts the environment of educational institute very badly. The upcoming generation has uncertain future because the state failed to provide quality education to build a better state and nation for tomorrows' generation. The implemented educational policies were not much effective and it collide the adopted policies. According to him giving a meaningful definition upon the pursuing education, from the foundation level of pursuing knowledge

will depict the future scope of a person in climbing the stage of higher education whereas imparting low level of education during the foundation level of learning and providing the best quality of education.

Social Media in Senapati District, Manipur

Senapati District is located between 93.29° and 94.15° East Longitude and 24.37° and 25.37° North Latitude and is in the northern part of Manipur state. With the emergence of science and technology and its social aspect, In Senapati district most of the people are tempted to possess their own cell phone and news broadcasting tools in which most of the villagers especially the youths are mostly engaged in social media during their leisure time. Social media serve an immense benefit to the people as for giving any urgent information to the villagers and the district and serve as news feeds in the district itself. However Social Media contribute both positive and negative impacts but looking into the present scenario it tends to give more negative impact as they do not use in an appropriate way.

Methodology

Aim: To study the Impact of Social Media on Academic Performance of College Students in Senapati district, Manipur.
Objectives: To determine the level of exposure of college students to Social Media, discover the purpose of using Social Media by students, study the effects and its impacts of Social Media on student's academic performance,

influence of Social Media towards the respondents and get respondents suggestions and the possible measure to improve their academic performance. Hypothesis: There is no significant association between purpose of using social and student's academic performance. In this research the Universe was the four Colleges located in Senapati district, Manipur. The researcher has adopted mixed method of inquiry both Quantitative (Questionnaire) and qualitative method (FDG). The total size of the sample selected for the study was 200 from the first and second year undergraduate students in the age category of 18-23 years adopting non-probability convenience sampling method.

Limitation of the Study

While collecting data online the true identity of the respondent cannot be taken, for this purpose taking personal interview of the same sample or observing them would be beneficial and when individual respond to questionnaire items, which talk about behavior, people may give socially acceptable answers.

Main Findings of the Study

Demographic profile of the Respondents

In this study the respondents were from the rural area studying in private colleges affiliated to Manipur University. The age is an influential factor as it helps to indicate the type of educational qualification one is admitted to. It was

evident that college students belonging to age group of between 20-21 ages and persuading 2nd year under graduate was high in this study. In this study the researcher found that 51.5 per cent of the respondents are male, it also reported that majority of the respondent's family monthly income is of between Rs. 30,000- 50,000.

Social Media Exposures

In this study, majority of the college students are using social media often on daily basis and they are mostly influence to use social media due to its intense popularity. It is an evident that vast majority of the respondents are often using WhatsApp among the Social Networking Sites.

From the study, a substantial amount of 42 per cent uses social media with the main purpose to connect people. According to the collected data majority of the respondents spent two to three hours daily on social media. It was also found that 61 per cent of the respondents monthly spent an amount of between Rs.100-200 on Social Media.

Level of Interpersonal Relationship with Family

In this study it shows that 51 per cent of the respondents were able to express more with the family members due to social networking sites and also 62 per cent of the respondents admitted that there is a little less emotional bonding due to social media. The study reported that 60 per cent of the respondent's

family income is affected to a little extent because of the usage of social media.

Effect and Impact of Social Media on Academic Performance

From the study the researcher found that 51 per cent of the respondents use social media to communicate with their teachers where 56 per cent of them communicate through oral and written format. It has been reported that 57 per cent of the respondents are very much interested to use social media as an educational tool.

The study found that vast majority (80%) respondents are experiencing good performance before using social media but it has reported that 58% respondents are experiencing bad academic performance after using social media. According to the data collected half of the respondents agreed on addiction to online are problematic issues that affect their academic life. A maximum amount of 48.5% respondents agreed to social media distracts their studies and majority of the respondents are agreed that hours spent on social media can never be compare the hours spent on their reading.

Influence of Social Media

In this study it was found that a maximum of 77% respondent's social life is positively influence by the social media. With regard to life style 66% respondents are a little influenced by the social media and find it as a source of encouragement and motivation. It was found that a

maximum of 60% respondents met people on social media trustworthiness is moderate because normally people don't trust unknown person to a great extent.

Focus Group Discussion

In the Focus Group Discussion, the researcher found that most of the respondents use social media excessively because of the low price and availability of the android phone. They also mentioned that communicating with others and entertainment has increased their time spent on social media. Respondents also expressed that social media impacted them to have less concentration and spent lesser time on their studies. It has reported that they are more engaged into social networking sites such as Facebook and WhatsApp for unnecessary chats and their academic grade has lower down due to excessive usage of social media.

It was found that respondent's family's members have less bonding by spending lesser time and respondents health such as affected eyes sight, inactiveness due to less sleep have been reported. On the other hand it was found that respondents are finding social media as an effective tool for the academic purpose because it helps them to get access to study materials and provide guidelines for their assignments and studies.

Recommendations

College Students

Less dependent on teachers and render more participation in the college activities so as to build up skills. This will have made them to handle and perform better in their performance. There should be greater time spent on studies and use educational app for better academic performance rather than only on entertaining apps.

College and Education Department

Mass awareness programme on the effect and impact of social media should be organized in all colleges at district level. This will create awareness to every fellow student. The outcomes will lead to better utilization of college resources such as college library books for improving academics of students. Encourage students to identify themselves through Strength, Weakness, Opportunities, and Threat (SWOT) Analysis to bring out clarity among the students. Create conducive educational infrastructure and facilities for the students such as user friendly library with access to computer. Constant and continuous relationship must be build up between students, Teachers family, various Colleges and associations existing at district level to create supportive networks.

Local and National Authority

Organize soft skill training and activity on various interests of the students and strengthening the education facilities so that it can be affordable for the students to study in a good environment. The problem of addiction to social media

among the college students is very high thus special concerns need to be focus on this because good academic performance brings bright future for the individual and society at large. The Government of India should devote resources for quality education especially in the rural areas to promote and enhance the life of the students.

Implication for Future Research and Field Practice

There are few studies on the impact of social media on academic performance of college students with special reference to private colleges in Senapati district, Manipur. However, these studies do not provide enough information on the social media exposure level, effect and impact, influence and interpersonal relationship of social media.

Further studies needs to bring out the fact that a significant proportion of effect and impact of social media on academic performance associated with various academic field as well as family problems, associated with diseases and institution. It requires in depth information on college students with regard to emotional feelings, stress, expenditure patterns and problem faced. As this type of information is lacking in the Indian context, research may be conducted on these issues. Therefore, studies emphasizing more on impact of social media on student's academic performance may be encouraged.

Conclusion

This study highlights the Impact of Social Media on Academic Performance from the point of view of College Students. Based on the findings meaningful utilization of social media and students less dependent on social media and teachers by rendering more participation in the college activities involves recognizing and nurturing the strengths, interest, and potentials of young students. Students need greater time to spend on studies and using educational app can help them better their academic performance. Full utilization of college resources such as college library books and other competitions by taking opportunities can help them increased their mentality and achieve good grade.

To conclude, proper utilization of social media and obtaining good academic performance in fact can make commendable contributions to the college and society through hard work. College and society can be improved upon in a sustainable way if young college students are well informed in regard to effect and impact of social media and stop depending on social media. Constant support and motivation for the students by the family, teacher and Institution focusing on the importance of academic performance can help them perform better and enhance students as they are the future pillar.

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